



**FACTORS THAT INFLUENCE CONSUMERS' PURCHASE INTENTION FOR
ONLINE SHOPPING**

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TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK.....	i
LETTER OF SUBMISSION.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENT.....	iv-v
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
ABSTRACT.....	viii
CHAPTER 1: INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of Study	1
1.2 Problem Statement.....	5
1.3 Research Question.....	6
1.4 Research Objectives	7
1.5 Significance of the Study	7
1.6 Scope of study.....	8
1.7 Limitation of Study	8
1.8 Definition of Terms	9
1.9 Chapter Summary	10
CHAPTER 2: LITERATURE REVIEW	11
2.0 Introduction.....	11
2.1 Consumer and Online Shopping	11
2.2 Dependent Variable: Online Shopping Intention	12
2.3 The Independent Variable	13
2.4 The Technology Acceptance Model (TAM)	18
2.5 Theoretical Framework.....	19
2.6 Hypothesis.....	20
2.7 Chapter Summary	20
CHAPTER 3: RESEARCH METHODOLOGY	21
3.0 Introduction.....	21
3.1 Research Design	21
3.2 Sampling Frame	22

3.3	Instrument Development	23
3.4	Data Collection	25
3.5	Responses Rate	26
3.6	Plan for Data Analysis	26
3.7	Regression Analysis	29
3.8	Chapter Summary	29
CHAPTER 4: FINDINGS AND DISCUSSION.....		30
4.0	Introduction.....	30
4.1	Frequency Analysis Of Demographic Characteristics	30
4.2`	Reliability Analysis.....	37
4.3	Descriptive Statistical Analysis	40
4.4	Pearson Correlation Analysis	45
4.5	Regression Analysis	47
4.6	Chapter Summary	49
CHAPTER 5: CONCLUSION AND RECOMMENDATION		50
5.0	Introduction.....	50
5.1	Summary of the Findings.....	50
5.2	Discussions	51
5.3	Recommendation	54
5.4	Direction for Future Research	55
5.5	Chapter Summary	56
REFERENCES.....		57
A.	Questionnaire	64
B.	Reliability Statistics.....	70
C.	Demographic Statistics.....	72
D.	Descriptive Statistics	73
E.	Correlation Statistics	75
F.	Regression Statistics.....	76

ABSTRACT

This study is conducted and focused on consumer in Malaysia. The main objective of this project paper is to identify the influence of consumers' purchase intention for online shopping. The independent variables of this study consist of three dimensions under factor for online shopping intention which are perceived usefulness, perceived ease of use and perceived risk. While, the dependent variable of this study is online shopping intention.

The researcher has adopted the descriptive research on the issue. Then, the researcher's sampling design is non-probability sampling which is convenience and with 150 questionnaires were distributed to consumer to consumer in Malaysia. Data were collected and evidences are being processed by using Statistical Package for Social Science (SPSS) program. The analysis the reliability analysis, frequency distribution and descriptive analysis.

Based on the findings, the result shows that, the hypothesis testing display only perceived usefulness are accepted, while the other two hypotheses perceived ease of use and perceived risk are rejected.

Keywords: Online Shopping Intention, Perceived Usefulness, perceived Ease of Use, Perceived Risk.